

represented; and I think that's key, that's crucial, that's an important part of democracy.

MR. ENSSLIN: Thank you, Paul.

(Audience applause.)

MR. ENSSLIN: John? John, you have two minutes.

MR. JENSENIUS: Good evening, Commissioners. My name is John Jensenius. I'm the morning coordination meteorologist at the National Weather Office in Gray, Maine. Our office provides forecasts and warnings for portions of both Maine and New Hampshire.

Every year hundreds of Americans lose their lives due to weather-related hazards. In a typical year, weather events can also contribute to billions of dollars in property damage. It's the mission of the National Weather Service to protect life and property. We accomplish this mission by educating the public on weather hazards, by issuing, watches, warnings, and advisories of severe weather, and by communicating this information to the public.

For this communication process to work, we rely heavily on the local broadcast media to relay our information to their viewers and listeners. This may involve communicating vital warning information as part of the emergency alert system, it may involve special programming during hazardous weather events, or it may

involve communicating information as part of the station's normal weather broadcasts.

In addition to ongoing weather events, the local broadcast media help us by providing the public with information during our weather awareness campaigns, and they also invite us to participate in interviews in local shows which give us the opportunity to speak directly to their listeners and viewers about weather-related state of concerns.

Lately the newscasts have been filled with stories about various types of severe weather. These stories serve as a constant reminder of the dangers associated with severe weather.

As tragic as many of these stories are, they could be much worse if they weren't -- if it weren't for the communication of warning information provided by our local broadcast media. Therefore, I'm very glad to have this opportunity to recognize the services provided by our local broadcast media in Maine and New Hampshire in relaying preparedness forecast, and, most importantly, warning information to the public.

On behalf of the National Weather Service, I want to publicly thank the local broadcast media for being a partner in our life saving mission. Thank you.

MR. ENSSLIN: John your time is up. Thank you.

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(Audience applause.)

Paul Dupuis, you have two minutes.

MR. DUPUIS: Thank you, Commissioners.

I'm Paul Dupuis, Operations Manager for Cumulus Broadcasting in Bangor, Maine. In early 2007 the major broadcast groups in Bangor, including Cumulus, Clear Channel and Maine Public Radio, formed what is now known as URBEM, United Radio Broadcasters of Eastern Maine.

The purpose of the group's formation was to go above and beyond the call of duty to ensure that in case of emergency or natural disaster, such as Hurricane Katrina, local listeners would absolutely be able to receive lifesaving information.

As responsible local broadcasters, we agree to cooperate and work together to create a system that ensured such information be broadcast on at least one frequency, if not more, in the Bangor market.

After a series of meetings, the group applied for and received a grant from the Maine Broadcasters Foundation, which allowed for the purchase of a satellite phone, two-way radios, and special broadcast receivers which allows each radio group to rebroadcast another signal in the event of an emergency.

United Radio Broadcasters of Eastern Maine then tested the new emergency system simultaneously on all

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five Cumulus owned radio stations, eight Clear Channel radio stations, and all seven of the Maine Public Broadcasting radio stations on May 7th at 8:55 a.m.

Public service announcements were recorded by both Senator Olympia Snowe and Senator Susan Collins, as well as Congressman Mike Michaud, to make local listeners aware of the upcoming test and its purpose and its benefit to the local community at large.

The test itself was a live -- was a live statement presented by Governor John Baldacci from the studios of the Maine Public radio in Bangor. URBEM continues to meet and discuss more forward thinking ideas which allow it to better serve our local communities.

Thank you.

AUDIENCE MEMBER: Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Paul.

Now, before I call on the next speaker, I do just want to make a point so that we're clear about how the clock rules work, which is that applause counts. Even if you can't say your words, it's part of your two minutes. And I know Diane referred to it as if, well, I counted so many seconds of applause, so I deserve more time. But we don't put time back on the clock. If you stand up, and the first sentence is so good that you get

a two minute standing ovation, you're out of luck.

So, Suzanne, you have two minutes.

MS. BROWN: Good evening. My name is Suzanne Brown. I'm a resident of Windham, Maine, and I work for Nassau Broadcasting which operates radio stations here in Portland.

My family and I are citizens of this community who benefit from the local radio and television presence. The Portland broadcasting community has contributed to my personal growth and to the moral fabric of my children. My girls have been inspired to community service and unselfish giving of their very own toys after hearing testimony from children with the Make A Wish Foundation and the Barbara Bush Children's Hospital doing a campaign on the local airwaves that were donated by the radio stations.

My children also benefit from local coverage of stories about their schools, sports teams, and are very recently learning a civic lesson as we follow a news story about a young lady from South Portland who is fighting city hall to have an ordinance changed so that she can raise chickens in her urban neighborhood.

I have personally benefited from the strategic covering of the states of emergency when in the infamous storm of 1998, I went into childbirth labor. We had to

rely on a battery-powered radio to get the information necessary to find open roads to get me to the hospital on time.

I am enjoying a career here in Portland that has lasted so far for 16 years. Maine broadcasters have provided me the opportunity to become a successful woman in broadcasting, and to raise to the position of vice-president on the senior management team.

Nassau Broadcasting demonstrated its commitment to the local community by creating an entire corporate facility here in Portland just to service this area. During my tenure in broadcasting, I have enjoyed the flexibility to maintain a career while becoming a parent, and have been given the opportunity to rise within the ranks and remain here in Maine to raise my children.

As a member of this community, I witness Portland broadcasters doing a high-quality job of serving their communities. They're able to garner resources such as heating oil, cash for families, and even materials and land to build a Habitat for Humanity house.

The Portland broadcast community demonstrates their understanding of the integrity that comes from empowering employees to service their local communities by employing programming and community service.

MR. ENSSLIN: Thank you, Suzanne. Your time is up.

MS. BROWN: Thank you.

(Audience applause.)

MR. ENSSLIN: Diane.

MS. SUTTER: Thank you.

MR. ENSSLIN: You have two minutes.

MS. SUTTER: Good evening. I'm Diane Sutter, President and CEO of Shooting Star Broadcasting, a company I started to own and operate local television stations. My company currently owns WZMY-TV, called My TV New England in the Boston and southern New Hampshire market area. I am also the creator of the Broadcast Leadership Training Program, affectionately known as BLT. The program is a 10-month executive MBA style program to train women and minorities to become owners of broadcast properties or to move up within existing companies to senior level executives and CEO's. The program is going into its eighth year, and is sponsored by the NAB Education Foundation, and is fully funded by broadcasters and the NAB.

My TV is the only locally-owned television station in the Boston market. We were actually My TV long before Fox decided to launch its My Network TV. Our goal with My TV was to create a new, hyper-local station

where local meant more than just news and weather. We do both news and weather at My TV, but we do much more. We make the viewer a part of the fabric of the station.

We have created a station where the viewer comes first, where we create ways for the viewers to have input into the station and to be seen on our station. All of our ID's feature local viewers. Our promos have viewers on them, too. On our website we have a My TV Viewer Club where viewers can have input and tell us what they like and what they want to see on My TV.

But more importantly, we create local programming; lots of local programming. We created a five-night-a-week prime time program entitled My TV Prime, which was an hour and a half local interactive talk show focused on local issues, local guests join our hosts, and viewers participated in the conversation via phone and real live time on the station.

We produce another local half hour program, My Voice, which airs weekly and addresses all the issues that are important to our community. We work with local community organizations, like My Girls --

MR. ENSSLIN: Diane, I'm sorry, your time is up.

MS. SUTTER: Thank you.

(Audience applause.)

MR. ENSSLIN: Rick Bean.

MR. BEAN: Yes.

MR. ENSSLIN: Rick, you have two minutes.

MR. BEAN: Thank you.

Commissioners, I just thought you'd like to hear that local radio is alive and well on the seacoast of New Hampshire and southern Maine. Examples -- these are the kind of things local broadcasters do. Last summer our little league team from Portsmouth played in the Little League World Series. Our radio stations carried those games on the radio because that's what our local broadcasters do.

Last year our stations donated to the Rotary, the Chamber, the children's museum, churches, schools, food pantry/shelters, police, fire, Salvation Army, breast cancer, Big Brother, and I have the letters right here that says from these people thank you very much for the time we gave them.

(Audience applause.)

Our two local stations employ four full-time news people. Our AM station carried over 50 hours of locally produced news and talk just last week. In fact, some of the guests that we've had on our local news programs include local candidates, local authors, local musicians, housing advocates, students, groups, agencies, activities. We have an Ask The Mayor

program. We even let the local IRS on. And if you ask why, we let the IRS on just to cover our bases. We let everybody else on because that's what local radio does.

And if you're curious can local radio be successful? Our FM station, two years ago, was the New Hampshire station of the year. Last year our AM station was the runner-up radio station of the year. Local radio can compete. Local radio can be successful.

In conclusion, I would just like you to know that local radio is alive, local radio is well, and it's done by people who live in the community, who shop in the local stores, who pay the local taxes, who are involved in the local community activities, who depend on local revenue to pay our employees, and whose business model combines the local community service with the need to make a buck.

It's local people that are making local radio sizzle. And if you want to know why, it's because that's what local broadcasters do.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Rick.

Ray Garon. Are you Ray? Ray, you have two minutes.

MR. GARON: Thank you. My name is Ray Garon. I

manage three stations in Manchester, New Hampshire. I started in this business over 40 years ago. I'm here today representing the fine, dedicated broadcasters from TV and radio from New Hampshire.

Local radio and TV broadcasters, on and off the air, have a civic service gene. We are no different than police, fire, and emergency personnel. It's why most of us are in this business, and it's no different now than it was in the '50's and '60's. We love to inform. We love to entertain. We love to help the unfortunate and distressed.

Quite honestly, and with all due respect, I resent these predisposed politically driven claims that we no longer think locally. As a matter of fact, because of today's digital multimedia and extremely competitive landscape, we think more about local involvement.

Localism, we know, is our future. Localism will set us apart from all other burgeoning media choices. Ask broadcasters. Local involvement is the number one medicine in our long-term survival kit.

Pragmatically speaking, in the mid '90's 60 percent of all the stations -- radio stations in America were losing money. Without relaxed ownership limits, hundreds or perhaps thousands of those stations today would be out of business. That's hundreds, perhaps

thousands of stations, that would be doing no local programming or no public service.

One of my stations in Manchester does listener advisory boards, similar to what we're doing here today, and we tailor our programming around what those people tell us to do. We have a radio station that offers French language programming. In the past we've had Hispanic, Greek and Irish programming.

MR. ENSSLIN: Ray, your time is up.

MR. GARON: Thank you.

(Audience applause.)

MR. ENSSLIN: Charlie Gaylord.

MR. GAYLORD: My name is Charlie Gaylord, and I work for WCLZ.

It's often said that the scariest sentence in the English language is we're from the government and we're here to help. In 1999 WCLZ was a locally-owned independent station that played a lot of local music by local artists and produced sampler CD's by local musicians.

Soon they were bought by Citadel Broadcasting, big scary, out-of-state conglomerate based in Las Vegas and the format quickly changed: No more local music and no more CD's.

After a few months of inquiry -- I'm a local

musician and producer -- I decided driving to work one day that I would, on my own, produce a like-minded local music compilation CD, and I called it Greetings From Area Code 207. Soon after that, Citadel called me to say they had a change of heart, and they hired me to host a local music show and produce an annual CD which today has raised almost \$100,000 for a local nonprofit theater.

The beauty of this story is that it occurred without any input or interference from the government. It happened because private citizens in the marketplace saw a need and filled it. The show is reasonably popular and CLZ is now providing lots of local music and local content.

Our sister station, WCYY, is likewise playing local music for the alternative rock audience. What's happening now to my show and CLZ is something out of Orwell. The government, in its effort to localize Maine broadcasting, is forcing the big scary, out-of-state conglomerate to liquidate WCLZ and WCYY, half of CYY's broadcast signal, because, according to the FCC, Citadel owns too many stations.

This effort, led by the cheerleading of our clueless Congressional delegation, will effectively end local music being broadcast to the CLZ audience, and

half of CYY's audience. It shows how marketplace decisions will -- when co-opted by bureaucrats and politicians, can produce the opposite effect of what they intend.

In a June 24th, op. ed. piece in the Portland Press Herald, FCC Commissioners Copps and Adelstein wrote, quote, we desperately need rules to prevent these awful homogenized national playlists from displacing local musicians and other artists, end quote.

In reality, what we desperately need is for the government to butt out and let the marketplace make the correct decisions.

(Audience applause.)

MR. ENSSLIN: Thank you.

John Bartholomew. John, you have two minutes.

MR. BARTHOLOMEW: Thank you. I'm John Bartholomew. I'm a resident here in Portland. Thank you very much for coming to Portland. And the weather tomorrow should be much nicer than today.

I'm very concerned about the amount of local content for -- in terms of the issue of democracy. I care deeply about what we have as -- you know, the information that we get on the airwaves. It's what we need as informed citizens to make informed choices for our democracy; yet, I do not recall seeing anything on

the public airwaves about our city council candidates last time there was an election, our school board candidates last time there was an election, even though these are the people who raise our taxes, spend our money.

But, however, CTN, the public access station, had multiple organizations coming in to do shows -- you know, political forums, with different candidates for different offices from -- and being asked questions from different perspectives, so that we would actually get those viewpoints since the broadcasters weren't doing it. And they aired it multiple times so the people would be able to see this whenever they wanted.

I do appreciate the fact that broadcasters are supporting a lot of the nonprofits in the area, but a lot of them are the safe organizations. For example, you know, if they're going to do a public service announcement for a homeless shelter, that's great. I'm glad they're doing that. But we need the news about why there are homeless in Portland. We need the news about what our elected officials are doing about it, and how citizens can get involved, and that is not the content we're getting.

I do appreciate the money that's spent. It's wonderful. I want to thank personally the station that

does the MS walks sponsorship.

MR. ENSSLIN: Thank you, John. Your time is.

MR. BARTHOLOMEW: Thank you very much for hearing
our voice.

(Audience applause.)

MR. ENSSLIN: Are you Mike Marshall?

MR. MARSHALL: Yes.

MR. ENSSLIN: Mike, you have two minutes.

MR. MARSHALL: My name is Mike Marshall. I'm here
to read a statement from Arthur W. Cleaves, the Regional
Administrator of the Federal Emergency Management
Agency, also known as FEMA.

Members of the Commission, on behalf of FEMA, and
the Department of Homeland Security, I would like to
thank you for this opportunity to offer these comments
on Maine broadcaster support of their local
communities.

As the former director of the Maine Emergency
Management Agency, I initiated personal outreach to
television stations, management and production staff, as
well as reporters, to encourage their participation in
preparedness and safe education through their newscasts,
as well as public service broadcasts.

During my tenure, broadcasters responded positively
and have remained committed and engaged in public

education initiatives. I believe that the broadcasters play a critical role in responding to emergencies at all levels because they have the ability to reach the masses in a timely manner. Whether on the local, state or federal level, the emergency management community depends on broadcasters to test and alert individuals and communities through the Emergency Alert System in the event of a disaster.

During my tenure as the MEMA director, I worked closely with the broadcast community to improve our EAS capability. As the Regional Administrator with FEMA, I have remained engaged with this issue because of the critical importance of a Rapid Alert System to warn the public. The broadcasters in Maine have 100 percent voluntarily committed to airing of EAS messages initiated by the state.

During our most recent nor'easter in April, the broadcast community played an integral role in responding to the disaster in Maine. The media was and continues to be supportive during this operation.

Members of the Commission, thank you again for the opportunity to comment on this important topic.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Mike.

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Now, before I call on Aimee, our next speaker on this side, I'd like to call five more names of people to gather around this microphone. Dan Paradee, Mary Alice Crofton, Brenda Quinn, Tim Moore, and Randi Kirshbaum.

And at this time, at this microphone, if we could hear from Aimee Turner.

MS. TURNER: I spoke earlier on behalf of Dr. Dora Mills. There is an error in the listing. Joann Chartier should be at number 19, and I checked at the front desk and confirmed that.

MR. ENSSLIN: Okay. So why don't we hear from Joann next. You have two minutes, Joann.

MS. CHARTIER: Thank you.

I represent the largest hunger relief organization and the only food bank in Maine serving over 600 nonprofit agencies throughout the State that depend on us for feeding programs. Together, we're feeding more than 70,000 hungry Mainers each month. We, in turn, rely on the support and partnership of Maine broadcasters, both local and statewide, to get our message out in times of crisis and to keep the public informed.

We're consistently amazed and thankful at the support and coverage that we receive; not only with PSA's and feature stories, we have repeatedly been

invited to take part in regular programming, talk shows, special features. There's been website exposures, and increasingly so in the past several years.

This is vital to us in our awareness building campaigns and also in fundraising, but, more importantly, in communications to the public of our work and services that are available to Maine people.

Recently, one event by Gannett Company with WCSH 6 and LBZ 2, and several radio stations, raised nearly \$32,000 on our behalf. That was unsolicited by us and done totally on their part. Just today, Citadel radio stations responded to a recent crime that happened at our facility and raised funds on our behalf on radio just today.

That's huge to us, and that helps us to meet the increase in needs, and right now especially for Maine kids that are out of school and in soup kitchen lines all summer.

It's my privilege to come here tonight and tell you the truth about Maine broadcasters who live and work among us and strongly support local groups with consistency, genuine interest and concern, and to the benefit of local communities and Mainers across the state.

Our work of feeding nearly 75,000 every month

depends on Maine broadcasters, and we're thankful for their ongoing support.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Joann.

Judy Horan. Judy, you have two minutes.

MS. HORAN: Thank you. Good evening. My name is Judy Horan. I'm the President and General Manager of WLBZ 2, a Gannett owned NBC affiliate in Bangor, Maine; the 151st market in the United States.

Faced with declining market revenue and a shrinking population, I must run an efficient operation to serve my community. I have worked with my sister station's general manager at WCSH 6 to retain our local presence in Bangor by consolidating duplicate, behind-the-scenes functions. This expanded on a decade-old practice introduced by the original owners, the Rines-Thompsons, who started statewide newscasts on both WLBZ and WCSH.

Gannett made sizeable capital investments in infrastructure and technology that further linked our two stations physically, as well as by affiliation and ownership. I like to say that investment fortified a local voice and a local business important to the residents of eastern and central Maine, WLBZ 2.

Automation that centralized some of our operations,

now allows all employees to work on content generation in some fashion. Each year the one hour To Those Who Care special honors adult volunteers in our region. Bangor award recipients are also featured in another statewide programming -- program honoring teenage volunteers.

When the American Folk Festival musicians from in state, and around the world, play in Bangor, we preview their music in a statewide special and cover their performances throughout the three-day event; content seen the length and breadth of Maine. Two half hours of local news originate daily in Bangor, but WLBZ 2 staff contributes news stories to statewide broadcasts all day and all week long, providing Maine news content for Bangor viewers and reducing reliance on out-of-state feed pieces.

We serve our community with local news and information, and I speak for the employees of WLBZ 2 who are proud to carry out their First Amendment responsibilities under our broadcast license.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Judy.

Now, just to review the schedule a little bit. We do have a break that is supposed to take place between

7:30 and 8:00, and that's in about 15 minutes, according to the schedule that that break would begin.

So I've called the names of five people who are by this microphone, and we should be close to the scheduled time for the break when they're finished.

After the break when we come back at 8 o'clock, there will be a second panel; and so we'll pick back up on this list at the place we leave off after the last person speaks at this microphone, at the conclusion of the presentations of the second panel that will begin at 8:00.

So our next speaker is Dan Paradee. Dan, you have two minutes.

MR. PARADEE: Good evening. My name is Dan Paradee. I'm the public affairs manager for the Maine Turnpike Authority. Thank you for coming here tonight.

The Maine Turnpike is 109 mile highway that extends from Maine's southern border to the state capitol, and it carries about 70 million vehicles a year and about 90 percent of all the goods that move in and out of state.

In the year 2000, the Maine Turnpike launched the largest and most challenging highway construction project to occur in Maine in more than 50 years. The five year, 30 mile widening project would impact virtually all Maine residents and businesses, not to

mention the millions of people that visit us every year.

Public communications about this project and its impact on traffic was absolutely critical to the safety of our customers and the health of the State's economy. The project was completed in 2005, and, frankly, it's been recognized nationally as a model for communications. And I've tried to take as much credit as I could for that, but I'm here tonight to give credit where credit is due.

Maine broadcasters deserve much of the credit for the successful communications. They played a vital role in minimizing traffic delays and maximizing safety. We have the numbers to prove it. In 1999, a year before the project started, we took a poll. Statewide, 38 percent of the people said that we would do a good or excellent job of communicating the project. One year into the project, after Maine media, our broadcasters cranked up their efforts, that number jumped by 34 points to 72 percent. By the final year of the project, 89 percent of the people said that we were doing a good job informing the public.

The Maine Turnpike doesn't have the budget to drive those kind of numbers. That was done by the local knowledge, commitment, and public responsibility of

Maine's broadcasting community. They donated extremely valuable space, resources on daily coverage for five years every day. We estimated that it resulted in about a million dollars of free coverage --

MR. ENSSLIN: Dan, your time is.

MR. PARADEE: -- during the course of the year.

Thank you.

(Audience applause.)

MR. ENSSLIN: Mary Alice Crofton.

MS. CROFTON: Right here.

MR. ENSSLIN: Mary Alice, you have two minutes.

MS. CROFTON: Sure. Good evening and welcome to Maine. My name is Mary Alice Crofton, and I'm a 26-year resident of Maine, which, of course, does not give me any kind of credibility, except to inform you. But I am Executive Director of the Maine Commission for Community Service, which is a state government unit responsible for building capacity in Maine's volunteer sector, and we work as the state partner with another Federal entity, the Corporation for National Community Service.

Before coming to government, I worked for more than ten years as Executive Director to Big Brothers, Big Sisters agencies in Maine, so I have been on the other side of the table as a local nonprofit competing for air time, TV time, and news space -- written space.

But my comments, therefore, are not related to hard news, they're relating to what's called -- what's often referred to as the soft news. Through my job I've worked with Maine's broadcast media in Bangor, Presque Isle, Lewiston, Augusta, and Portland. My presence today is simply to add the perspective of an agency that needs to raise public awareness in a way that leads to action by Maine citizens, and to do that I'd like to share a few experiences with you.

For the past three years, Maine state agencies, four of them, have partnered with both radio and television to recruit a total of 1800 volunteers who winterized homes for nearly 4,000 elderly and disabled citizens in Maine; who supplemental heating payments, known as LIHEY, would buy just one tank of heating fuel for the winter. The project simulated a local response to an emergency, and that recruitment was done in a compressed time period, just eight weeks, to get all of those volunteers, and those volunteers were sent to specific addresses to do specific work. The project wouldn't have succeeded without the cooperation of broadcasters who got the message out.

The Commission and its Volunteer Maine partners have appreciated the assistance of broadcasters in creating state awareness of our online volunteer